Alexander Traykov

Product Designer

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TECHNOLOGIES

Design Tools & Technologies

| HTML | CSS | JavaScript | ES6 | Framer Studio |

| Principle | Origami | Adobe After Effects |

| Adobe Photoshop | Adobe Illustrator | Sketch | Frigma |

| InVision | Abstract | CoffeeScript |

- **A** UX Design
- **B** UI Design
- **C** Prototyping
- **D** Web/UI Copywriting
- **E** Testing
- **F** Coding

EXPERIENCE

Web Designer

Stenik   12/2014 - 04/2015   Sofia, Bulgaria

The biggest eCommerce agency in Bulgaria

- Designed the biggest Cinema eCommerce website in Bulgaria - https://www.kinoarena.com
- Worked on various eCommerce projects for leading brands in Bulgaria

Designer

Kickflip   08/2015 - 12/2015   Sofia, Bulgaria

Making intelligence visible is how we do the trick.

- Worked on website for one of the biggest software development companies in Bulgaria - www.obecto.com
- Designed graphic design materials like badges and posters for HealthXL for one of the largest healthcare events in Europe

UI Designer

Macropinch   01/2016 - 04/2016   Sofia, Bulgaria

MacroPinch develop numerous successful iOS and Android projects in the past.

- Designed the UI for a puzzle game for both iOS and Android
- Worked on a Weather app for Android which has been downloaded more than 1M times
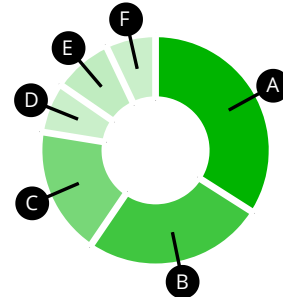
UI Designer

Noxious.one   06/2016 - 11/2016   Sofia, Bulgaria

Digital agency

- Worked on complicated CMS software for controlling, creating and managing playlists for hologram devices around the world
- Worked on brand assets for the same company
- Created a companion app for controlling and managing content for live events

MOST PROUD OF

🏃 **Increased the user retention of Prüvit with more than 140% since my hire**

I'm proud of the fact that my decisions as a part of our design team has lead to an amazing increase in user retention for our iOS app - from 1.3m to 2.1 minutes on average.

📈 **Reduced the bump rate with 48% with a couple of simple tweaks in both Prüvit apps**

Reducing the bump rate, increased the in-app purchases in time, which lead to the generation of more revenue for the company.

👁 **Designed, developed and launched http://www.we-are.cc/**

we-are is a design blog, which focuses on forming a place where a broad spectrum of creatives share their personal and professional experiences. It's a medium, I try to use as a source of inspiration for our small Bulgarian design community

INDUSTRY EXPERTISE

User-centred Design

Design at Scale

EXPERIENCE

Freelance Product Designer

Prüvit   05/2017 - 08/2018   Remotely

The largest ketone supplement company

- Worked on the re-design and enhancement their apps for both iOS and Android
- Thanks to the decisions designs team, we increased the user retention with 140% (most recent data - Google Analytics; January 2019)
- The user base doubled, while the bump rate dropped with more than 60% (most recent data - Google Analytics; January 2019)

Web Designer

eAssist OOD/ assist.ai   02/2018 - 08/2018   Sofia, Bulgaria

BPO Outsourcing Company

- Designed complex data analytics dashboards
- Designed various marketing website, focusing on research, usability testing, accessibility testing and conversion-centred design
- Created a vast amount of high fidelity Framer prototypes
- Designed a complex design system in Sketch for both mobile and desktop
- Designed http://white.care/
- Designed visuals from style guides, to email templates, banners and print assets
- Honed my skills in Framer Studio

Product Designer

MarketVision Consulting Group   08/2018 - Present   Remotely - Sofia, Bulgaria

Software Development Company

- Created the mobile design systems for both iOS and Android for Prüvit
- Re-designed the Desktop component system for Prüvit
- Focused on complex UX research, metric based analytics for better usability, user centred design and business solutions
- Through UX research, we increased the user retention on Android with more than 60% even when the user base was doubling
- Through user path restructuring we increased the though-app purchases with 15% in the past 6 months
- Wrote Web/UI copy for both desktop and mobile apps

PUBLICATIONS

Speed up your workflow with Sketch Runner

Sketchtrick

by Alexander Traykov

01/2019   https://sketchtricks.com/workflow-sketch-runner/

Article on how to use the powerful plugin for Sketch - Sketch Runner.

INDUSTRY EXPERTISE

Solving Business Solutions

UI Design

UX Design & Testing

Web/UI Copywriting

Documentation Writing

Front-end Prototyping

Hi-fidelity Prototyping

UX Research

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https://www.linkedin.com/in/alextraykov/

EDUCATION

Private Vocation School for Multimedia, Computer Graphic Design and Animation

High School

2009 - 2014   GPA 5.42 / 6